



ATLANTA CITY COUNCIL

News Release

FOR IMMEDIATE RELEASE

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**Atlanta's Center for Hard to Recycle Materials (CHaRM) Celebrates First Anniversary with Fundraising Party and Raffle for an Electric BMW i3
Limited Raffle Tickets Now on Sale**

ATLANTA – Join Atlanta City Councilmember Alex Wan and the Live Thrive Atlanta Board of Directors for *A CHaRMing Evening* as the Atlanta's Center for Hard to Recycle Materials (CHaRM) celebrates its first anniversary at a fundraising party.

The event takes place Thursday, March 10, 2016 from 6:30 to 10 p.m. in Piedmont Park's historic Greystone bathhouse, 400 Park Drive NE, Atlanta, GA 30309. All proceeds will benefit CHaRM, a recycling facility operated by the nonprofit organization, Live Thrive Atlanta.

Leading up to and during the event, CHaRM will sell raffle tickets to a lucky individual to win a 2016 BMW i3. This luxury all-electric vehicle reimagines a world powered by performance, inspiring design and efficiency – and one out of only a thousand tickets will win the car! This special item is sponsored by Global Imports BMW.

Additional features of the *CHaRMing Evening* include entertainment from Yacht Rock Revue; catered heavy hors d'oeuvres buffet; microbrews from Monday Night, SweetWater and Sierra Club and wines from Bonterra and Fetzer.

CHaRM is a permanent facility, located in Southeast Atlanta that encourages reuse, while diverting thousands of pounds of household hazardous waste, bulky trash and other hard to recycle items from households, landfills, and the water supply.

In its first three months in operation during 2015, CHaRM welcomed a whopping 11,625 visitors who recycled 31,396 gallons of paint, 15,757 gallons of toxic chemicals, 2,600 lbs. of Styrofoam, more than 14,000 tires and much, much more!

"CHaRM benefits the City of Atlanta by providing a year-round recycling facility that is easily accessible and convenient," Councilmember Wan said. "It accepts a wide range of items that are not usually acceptable through typical curbside recycling, and it provides

educational sessions about the importance of proper disposal of hard to recycle materials.”

Tickets and Raffle items are available on Live Thrive Atlanta’s new website, <http://livethrive.org/fundraiser/>.

Raffle tickets are \$100 each and can be purchased in online now or onsite.
All-inclusive event tickets are \$50 per person.

About CHaRM

Atlanta’s first permanent facility for the recycling of all those objects that are too harmful or bulky to place at the curb, CHaRM – the Center for Hard to Recycle Materials – encourages reuse while diverting thousands of pounds of household hazardous waste, bulky trash and other hard to recycle items from local homes, water supplies and landfills. CHaRM is located at 1110 Hill St SE, Atlanta, GA 30315.

Hours:

- Tuesday 9 a.m. – 4 p.m.
- Thursday 9 a.m. – 4 p.m.
- Saturday 8 a.m. – 4 p.m.

For more information, visit <http://livethrive.org/charm>, or call 404-600-6386.

About Live Thrive Atlanta

Live Thrive Atlanta is a 501(c)(3) nonprofit organization that empowers people, organizations, communities and businesses to make positive, healthy and sustainable changes to the environment. Through partnerships and community events, Live Thrive Atlanta has diverted over 800,000 pounds of hazardous waste from Atlanta’s water system and landfills.

In recognition of its efforts, Live Thrive Atlanta has received the following:

- Georgia Natural Gas 2015 TrueBlue award/grant
- Keep Georgia Beautiful Foundation 2015 Waste Reduction Award
- finalist in 2015 Metro Atlanta Chambers’ E3 Award
- Recycling Coalition Green Steward Award August 2013
- Atlanta Business Chronicle’s Ennovation Environmental Award in April of 2012
- Fulton County Citizens Commission Environmental Award for enhancing and protecting the environment in May of 2012
- Keep Georgia Beautiful's Waste Reduction Award November 2012

For more information, visit www.livethrive.org .

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